

**Army Regulation 600-46**

**Personnel-General**

# **Attitude and Opinion Survey Program**

**Headquarters  
Department of the Army  
Washington, DC  
01 November 79**

**Unclassified**

# ***SUMMARY of CHANGE***

AR 600-46

Attitude and Opinion Survey Program

Effective 01 January 79

Personnel-General

Attitude and Opinion Survey Program

By Order of the Secretary of the Army:

BERNARD W. ROGERS  
General, United States Army  
Chief of Staff

Official:

J. C. PENNINGTON  
Brigadier General, United States Army  
The Adjutant General

**History.** This revision implements DOD Instruction 1100.13 and prescribes policies for attitude and opinion surveys conducted within the Army. (See AR 611-3 for occupational surveys and the Army Occupational Survey Program.) It designates the Commanding General, MILPERCEN, as the controlling and approving authority for attitude and opinion surveys. It provides for development of valid and reliable surveys. It prohibits commands, agencies, private individuals, or organizations from conducting surveys which are not within established guidelines. It sets policies and standards for evaluating requests for surveys and establishes procedures for obtaining

approval to conduct surveys among Army personnel.

**Summary.** Not applicable.

**Applicability.** This regulation pertains to surveys conducted among Army personnel (military and civilian), including Army National Guard, US Army Reserve, and Army retirees, except those conducted or approved by—

a. Office of the Assistant Secretary of Defense (Manpower, Reserve Affairs and Logistics).

b. ODCSPER Research Office, including the US Army Research Institute for the Behavioral and Social Sciences.

c. US General Accounting Office.

d. Commanders (to include Chief, National Guard Bureau and Chief, Army Reserve) who conduct surveys among members of their own commands.

e. US Civil Service Commission; DA Director of Civilian Personnel, ODCSPER; and civilian personnel officers of commands and field activities who conduct manpower utilization surveys (according to AR 5-4) and review and evaluate civilian personnel management programs, practices, and training.

**Proponent and exception authority.** Not applicable.

**Army management control process.** Not applicable.

**Supplementation.** Local limited supplementation of this regulation is permitted, but is not required. Major Army commands will submit one copy of proposed supplements to HQDA (DAPC-MSF-S), Alexandria, VA 22332, and one copy of proposed supplements by subordinate installations and other commands.

**Interim changes.** Not applicable.

**Suggested improvements.** The proponent agency of this regulation is the US Army Military Personnel Center. Users are invited to send comments and suggested improvements on DA Form 2028 (Recommended Changes to Publications and Blank Forms) direct to HQDA (DAPC-MSF-S) 200 Stovall Street, Alexandria, VA 22332.

**Distribution.** To be distributed in accordance with DA Form 12-9A, requirements for AR, Personnel General.

Active Army: C

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\*This regulation supersedes AR 600-46, 8 August 1974, including all charges.

**RESERVED**

## Section I General

### 1. Purpose

This regulation prescribes policies and procedures, and assigns responsibilities concerning attitude and opinion surveys conducted among Army personnel.

### 2. Applicability

This regulation pertains to surveys conducted among Army personnel (military and civilian), including Army National Guard, US Army Reserve, and Army retirees, except those conducted or approved by—

- a. Office of the Assistant Secretary of Defense (Manpower, Reserve Affairs and Logistics).
- b. ODCSPER Research Office, including the US Army Research Institute for the Behavioral and Social Sciences.
- c. US General Accounting Office.
- d. Commanders (to include Chief, National Guard Bureau and Chief, Army Reserve) who conduct surveys among members of their own commands.
- e. US Civil Service Commission; DA Director of Civilian Personnel, ODCSPER; and civilian personnel officers of commands and field activities who conduct manpower utilization surveys (according to AR 5-4) and review and evaluate civilian personnel management programs, practices, and training.

### 3. References

- a. DA Pam 325-5, Federal Statistical Standards.
- b. DA Pam 600-21, Sample Survey Procedural Guide.
- c. DA Pam 600-31, Personnel Survey Attitude and Opinion Development Guide.
- d. AR 325-1, Probability Sampling for Surveys or Estimates.

### 4. Explanation of terms

a. *Population*. The entire group of persons or things being studied, such as physicians who are members of the Army, TOE infantry units, or graduates of a service school course.

b. *Questionnaire or survey instrument*. Questions or items used to gather data.

c. *Reliability*. Consistency, the likelihood that similar results will be obtained with repeated measurements. (The probability that the population parameter is estimated by the sample statistic within a specified margin of error.)

d. *Sample*. Some part of a population specially selected to represent the whole, such as a group of 3,000 officers from the total officer population.

e. *Survey*. The collection of data concerning the intensity and direction of feelings and beliefs for the purpose of description or prediction, as a guide to action, or for the purpose of analyzing relationships between variables.

f. *Validity*. The degree to which an instrument or question objectively measures what it is designed to measure and is well grounded on principles of evidence.

### 5. Objectives

The objective's of the Attitude and Opinion Survey Program are to provide—

a. Information on the attitudes, opinions, ideas, demographics, and intentions of Army personnel. The survey data will be used for policy and program evaluation and decision making in the Office of the Secretary of Defense (OSD), Office of the Secretary of the Army (OSA), and the Army Staff.

b. Central monitorship and approval of surveys and survey instruments to—

- (1) Eliminate duplication and reduce the impact of survey administration on field commands.
- (2) Foster the development of compatible and effective survey activities throughout the Army.
- (3) Permit sharing of ideas, concepts, methodologies, and results.

### 6. Use of surveys

a. Survey data may measure personnel reaction to existing programs, identify areas where new procedures or policies should be developed, and determine what is required to make Army life more rewarding.

b. Questionnaires are a commonly used survey method. However, other techniques, such as observation and measurement of behavior, are often more powerful for a given purpose. Interviews are often effective where exploration is needed. Investigation and deliberation should precede choice of a method. Questionnaires should not be used as an automatic response to a problem.

### 7. Responsibilities

a. The Deputy Chief of Staff for Personnel, HQDA, will establish broad policies concerning survey activities throughout the Army.

b. The Commanding General, MILPERCEN, will—

- (1) Provide DA points of contact on management of attitude and opinion surveys.
- (2) Provide for liaison and participation in attitudinal surveys originated by OSD or other DOD components.
- (3) Develop and disseminate procedures and standards for the conduct of surveys among Army personnel (military and civilian).
- (4) Provide technical advisory service (TAS) to Army Staff agencies and field commands in planning, developing, and analyzing surveys.

(5) Conduct selected surveys under the Attitude and Opinion Survey Program for sponsors in OSA and Army Staff agencies, including data reduction and output reports, as appropriate.

(6) Authorize surveys conducted among Army personnel (military and civilian) which are independent of MILPERCEN programs, to ensure compliance with policy and technical sufficiency of survey content, sample design, data analysis, and overall methodology.

(7) Maintain the depository of survey results, publish a bibliography of available survey reports, and furnish copies of these reports.

c. The Adjutant General Center will procure and distribute, on a reimbursable basis, survey questionnaires, instructional material, answer sheets or booklets, and other materials, as required.

d. HQDA Staff agencies and their field operating elements, MACOMs, and field commands or installations and their satellite units will—

(1) Assist in data collection associated with DA-approved surveys by providing administrative, logistical, and automatic data processing (ADP) support, as required.

(2) Ensure that only authorized surveys are conducted within the command.

(3) Make appropriate use of survey data, and implement findings and conclusions, when appropriate.

(4) Submit attitude and opinion surveys to HQDA (MILPERCEN) for evaluation and approval. Paragraph 9 details the approval procedures.

(5) Inform MILPERCEN of attitudinal surveys conducted within the command which do not require MILPERCEN approval. Upon request, furnish a copy of the survey methodology, instrument, and reports of findings.

(6) Commanders of MACOMs and installations will appoint a staff officer (CO, WO, or civilian) in the headquarters and each major subordinate command to serve as the Personnel Survey Control Officer (PSCO) for attitude and opinion surveys. Paragraph 13 specifies the responsibilities of the PSCO.

e. The Personnel Information Systems Directorate, MILPERCEN, will operate and maintain the ADP support for the Attitude and Opinion Survey Program and other survey requirements, as appropriate.

## Section II Procedures

### 8. Technical advisory assistance

Originators of surveys are encouraged to consult MILPERCEN, (DAPC-MSF-S) at the beginning of the developmental process. An

early working relationship helps ensure that surveys submitted for approval satisfy all requirements.

### 9. Approval policy

*a.* Survey sample design, instrument design, field collection methods, ADP, and analytical techniques will conform to recognized scientific survey principles and statistical standards in the Federal Government and in the field of social sciences.

*b.* Army personnel will not be subjected to repetitious and unwarranted exposure to survey solicitations.

*c.* Surveys will be contracted only when Army survey resources are unavailable or methodologies are unsuitable.

*d.* Requests will be evaluated for necessity, compliance with policy, technical sufficiency of the sample, instrument, analysis and overall methodology, and availability of resources. A survey will be approved only if—

(1) The need for information warrants the expenditure of resources associated with survey development, administration, and analysis.

(2) The survey is designed without bias to produce reliable and valid information while imposing minimum burden on respondents and supporting organizations.

(3) Survey design, content, and administration protects the anonymity and respects the personal rights and privacy of individuals selected as respondents. Surveys will avoid offensive or degrading topics. Responses will not be personally identified with the respondents without consent, or made a part of their personnel files.

(4) Justification is furnished to support the need for all questions in the survey.

(5) The type of information required is suitable for survey methodology.

(6) The occurrence of events has caused previously collected information to become suspect in terms of accuracy or completeness, or sufficient time has passed to warrant the collection of trend data.

(7) Information does not exist in other forms or cannot be obtained through other sources, such as the Army Occupational Survey Program.

*e.* Proponents must obtain a Requirements Control Symbol (RCS) from their agency when requested by MILPERCEN.

### 10. Obtaining approval

All surveys of Army personnel will be approved by MILPERCEN prior to administration. Requests for survey approval will be forwarded to HQDA (DAC-MFS-S) and must provide the information outlined in figure 1. Requests from field commands will go through the MACOM PSCO.

*a.* Organizations desiring to conduct a survey will submit the request a minimum of 3 months before anticipated administration date.

*b.* Requests from agencies for approval and support from MILPERCEN's survey program must be received a minimum of 5 months before desired administration date. However, it should be understood that all requests cannot be supported, and those surveys that are supported cannot always be administered on the requested date.

### 11. Survey control number

HQDA authorization of all approved attitude and opinion surveys will be indicated by a survey control number (SCN). The SCN will be on the first page of the instrument in the following format: SCN: DAPC-MSF-S-78-00. The series will change each calendar year.

### 12. Survey results

*a.* A copy of the final report from MILPERCEN approved surveys will be forwarded to MILPERCEN.

*b.* Every proponent in the Attitude and Opinion Survey Program (whether an originator of an entire survey or only a portion of a survey) will prepare a Report of Survey Findings as shown in figure

2. This report must be forwarded to MILPERCEN (DAPC-MSF-S) no later than 6 weeks after receipt of survey data or data reduction.

### 13. Personnel survey control officers (PSCO)

*a.* Attitude and opinion surveys are conducted through a worldwide administrative network of PSCOs. A copy of the appointing disposition form, complete address, and AUTOVON telephone number of the PSCO will be forwarded to HQDA (DAPC-MSF-S).

*b.* MILPERCEN maintains communication with the PSCO on technical and administrative matters to ensure efficient management and expeditious processing of surveys. PSCOs are authorized direct contact with MILPERCEN (DAPC-MSF-S) and subordinate PSCOs, as required, to resolve problems and maintain an efficient and effective survey program.

*c.* Major command and installation PSCOs must report to MILPERCEN (DAPC-MSF-S) any unauthorized surveys in the command. They are authorized to place a survey they believe to be unauthorized in a hold status pending receipt of instructions from MILPERCEN. The PSCO will notify MILPERCEN of the unauthorized survey by the quickest means available, then forward a copy of the survey instrument through command channels.

*d.* Major command PSCOs will—

(1) Serve as the point of contact in their command on all attitude and opinion surveys. In this capacity the PSCO will—

(a) Ensure that only approved surveys are conducted within the command.

(b) Provide support to the program through encouragement of participation by command media.

(c) Ensure responsiveness to deadlines and suspense dates.

(d) Ensure that adequate administrative support is provided the program.

(2) Serve as an extension of HQDA in the management of surveys by—

(a) Maintaining records of surveys conducted throughout the command, in order to coordinate survey efforts.

(b) Avoiding duplication in requests for supporting and responding to survey inquiries of higher and lower echelons.

*e.* Installation PSCOs will—

(1) Coordinate all matters that pertain to attitude and opinion surveys within the command.

(2) Monitor the administration of approved surveys to ensure compliance with regulations and instructions pertaining to each survey.

(3) Arrange for survey pretests and reliability checks.

(4) Process survey requests which originate within the command.

(5) Protect the anonymity of survey respondents. On HQDA surveys, the answer sheets or individual responses may be seen only by persons officially involved in the processing of the survey. No data may be extracted from the answer sheets for other than HQDA statistical use. All information releases will be controlled by HQDA and will be governed by AR 340-17 and AR 340-21.

### 14. Funding

*a.* Surveys conducted by MILPERCEN are funded by MILPERCEN. However, when a survey requires a RCS from the proponent agency, ADP costs are charged to that number.

*b.* Surveys conducted by other agencies or commands, will be funded by that agency or command.

*c.* When surveys are contracted, the survey costs are the responsibility of the organization awarding the contract.

*d.* DA Staff agencies and their field operating elements, MACOMs, and field commands/installations and their satellite units will fund all costs associated with surveys, exclusive of HQDA (MILPERCEN) cost for its direct involvement and rendering of TAS.

## Section III Non-Army Surveys

### 15. Approval

*a.* Surveys of Army personnel, requested by private sponsors

outside the Federal Government agencies, other than the Department of the Army (DA), will be forwarded to HQDA (DAPC–MSF–S) for approval. Requests will be prepared in the format shown in figure 1.

*b.* Survey approval depends on—

- (1) Compliance with all applicable policies.
- (2) A clear and direct Army interest in the survey results.
- (3) Feasibility of providing the requested assistance without causing interference with the Army’s mission, or duplication of similar current or completed projects.
- (4) The protection of Army personnel from an unwarranted invasion of privacy.
- (5) Agreement by the sponsor to reimburse DA for costs arising from administering the survey.

(6) The determination that approval will not generate too large a number of requests by other individuals or organizations.

(7) The determination that approval will not give official sanction, special assistance, or privileges that will provide an advantage to that individual or organization to the detriment of others.

**16. Non–Army surveys mailed to private addresses**

*a.* Army personnel responses to private surveys addressed to them as individuals without official Army participation will not be encouraged nor discouraged.

*b.* Responses will not be based on classified information or information derived from performance of official duties, if unavailable to the public.

*c.* The respondents’ opinions will not be considered as official Army policy.

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1. Title of survey.
  2. Name of sponsoring organization or office.
  3. Name, title, mailing address, telephone number of senior project officer(s).
  4. Justification for survey request. Reason why data are needed and how data will be used.
  5. Background research. (Description of the planning, coordination, and staffing of the survey. Include any applicable military or civilian references.)
  6. Target population. (Description and size of total population and any subgroups to be used in analysis.)
  7. Sample. (Description and size of sample and any subgroups to be used in analysis, type of sample, selection procedures and rationale, degree of over–sampling for nonresponse.)
  8. Data analysis. (Manner of data processing, plan of statistical analysis, statistical procedures to be used, and justification for each, and description of the expected interaction of the major variables. If scales or indexes are to be formed, provide a detailed statement on how items will be combined.)
  9. Administration procedures. (Method of data collection and justification; estimated frequency and duration, command effort required; time required for respondent to complete the survey, expected schedule of events.)
  10. Attached draft of the survey instrument, letters of instruction to respondents, and Privacy Act statement (if applicable).
  11. Proponents intended distribution of survey results.
  12. Desired release of data by MILPERCEN.
    - ( ) Release data to any requestor/media.
    - ( ) Release data to requestors/media other than those specified below. (Reasons for exclusions must be specified.)
    - ( ) Release of data to anyone is not desired. (Reasons must be specified.)

**Figure 1. Format for requesting surveys**

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REPORT OF SURVEY FINDINGS, SCN. \_\_\_\_\_

TITLE.

PURPOSE.

DATE ADMINISTERED.

SIGNIFICANT RESULTS/CONCLUSIONS. (Include appropriate backup data for those results you are reporting.)

ACTIONS TAKEN/PROPOSED.

STATUS OF ACTIONS.

*(Signature Block)*

**Figure 2. Format for reporting survey findings**

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